

**Office of the Secretary, Federal Communications Commission**  
**RE: Rules and Regulations Implementing the Telephone Consumer Protection Act**  
**of 1991 – CG Docket No. 02-278**

While I am not explicitly employed in the telemarketing industry, I have utilized the services of many high-quality telemarketing firms over the past twelve years. Through my experiences in the direct marketing industry, I have learned a great deal about telemarketing as an industry and as a marketing channel to connect with customers and prospects

My consulting business works with many companies utilizing telemarketing channels. These firms utilize the phone channel to sell valuable products and services to consumers, often times reaching target markets underserved through other marketing channels. Not all consumers wish to purchase via this channel, but it continues to serve millions of satisfied customers each year.

The health of my business and that of my clients' businesses will be severely impact by the current configuration of the proposed regulations. Consumer should have the opportunity to "opt-out" and the industry already offers a strong, working solution through the Direct Marketing Association (the industry trade association). Instead of looking for politically beneficial and potentially expensive solutions, we should search for ways to improve an already viable answer.

Of course, there are "bad apples" in virtually every industry, but the vast majority of telephone service providers are upstanding businesses providing good jobs and critical services. Many of these firms play a critical role in the business world, providing outstanding service to clients, employees, and communities. I urge you to view the proposed regulations within the larger context and do not over-react. The proposed regulations will have a dramatically negative impact on honest businesses, while providing uncertain impact on the illegitimate few businesses that give the industry a bad reputation.

Thank you for your consideration on this important issue.

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